



News Release

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RIVERSIDE DUBBED “CITY OF ARTS & INNOVATION”

RIVERSIDE, CA – Unanimous City Council action on Tuesday, June 23, 2009, established the City of Riverside as the “City of Arts & Innovation.”

The concept to brand Riverside as the “City of Arts & Innovation” arose from the process of developing the Riverside Arts Plan and was approved on June 3, 2009, at Mayor Loveridge’s Cultural Accountability Performance (CAP) meeting. CAP was created to focus on economic sustainability of the downtown arts scene, coordinate and maximize resources and funding, and be visionary and collaborative about what can be accomplished in the arts throughout the entire City.

With CAP’s conceptual approval of the new brand, Mayor Loveridge along with Council members Mike Gardner, Andy Melendrez and Nancy Hart jointly submitted the item for Council approval. CAP encouraged the City to aggressively implement the brand in all aspects of marketing and public outreach. Numerous speakers appeared before the Mayor and Council to support the adoption of this forward-thinking, 21st century brand, and spoke about how “innovation” embraces the spirit of entrepreneurship and creativity that is amply found throughout the City.

“The branding of Riverside as the ‘City of Arts & Innovation’ is particularly fitting considering the vast opportunities present in the City’s universities, businesses, technology and sciences sectors, as well as the arts community,” said Riverside Mayor Ron Loveridge. “Riverside is an exciting, urban, diverse and successful City and emphasizing our arts and innovation as our official brand will allow visitors and residents alike to better appreciate what the City has to offer.”

“City of Arts & Innovation” will be used on Web sites, electronic signs, print media, radio spots, cable television, movie ads, banners and City stationary to begin building recognition for the City.

About The City of Riverside

With a population of approximately 300,000, the City of Riverside is the 12th largest city in California and the 6th largest city in Southern California. The City is the seat of the 2nd fastest growing county in the nation and leads the region known as the Inland Empire in virtually every measure of economic power.

Riverside’s location positions it as one of Southern California’s major transportation hubs. Riverside is home to four nationally recognized higher education institutions, supporting a student population of 50,000. As the home of several exciting events such as The Riverside Festival of Lights and Smithsonian Week, Riverside is the ideal place to live, learn, work and play. For more information, visit www.riversideca.gov.

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